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COMMERCIAL WEST

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TRAVELERS' ASSOCIATION.

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1899

By A. C. CAMP

THE COMMERCIAL WEST

SHOWING THE VAST PROGRESS AND PROSPECTS OF THE WEST
AND THE OFFICIAL HISTORY OF THE
PACIFIC COAST COMMERCIAL TRAVELERS' ASSOCIATION

Arthur C. Lamp, Compiler.

COMPILED FROM THE RECORDS

THE COMMERCIAL WEST

ESPECIALLY ISSUED FOR THE BENEFIT
OF THE
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1899



HON. J. D. PHELAN
MAYOR, SAN FRANCISCO, CAL.

THE COMMERCIAL WEST.

SUCCESS AND PROSPERITY IN CALIFORNIA.

A HALF century since, the plains of the Sacramento and San Joaquin, of the Santa Clara, the Santa Ana and the San Gabriel valleys were the habitation of roving herds of cattle and of the vaqueros required to look after them; some time in the future they will contain a human population as dense as now teems upon the banks of the Scheldt or the Yangtsekiang. Each year of this period, however long it may be, will witness some definite step accomplished in the transition.

It is not always easy to discern, much less to properly estimate, the steps of progress at the moment when they are taken. The tracks of the columns of civilization are very devious, often doubling upon themselves, and those with a column may hardly know whether for the time they are going forward or backward; we need the perspective which only time and distance can give. Peoples, like individuals, do many things which in the light of better knowledge they would not have done, and California has not been an exception to this axiom. But it is necessary to know not only what to do but what to avoid; and with man's powers limited as they are, experience is often the only safe guide, and the errors and consequent doubling on our tracks the necessary incidents of the onward march.

From the pastoral age California became a great wheat growing State, in which, however, the elements of a real boom were lacking, in that under existing conditions profitable wheat-growing was hardly possible for small farmers working on a limited scale and with little money. It is essential to the creation of a boom that the multitude be led to imagine that they can make bricks without straw. But even as it was, the stimulus was sufficient to assure a reaction, and only two years since the press and the public of California were bewailing the decadence of wheat-growing as of an industry forever lost and very hard to replace. And yet already we are once more expending our principal agricultural energy in the production of wheat. From the concentration on grain growing we passed, a few years since, to a concentration upon fruit growing. This industry having all the necessary elements for a boom, we had one of magnificent proportions. Just now we are suffering from the reaction, and in a few years more shall be going forward again, but upon more solid ground.

THE WHEAT INDUSTRY.—Our principal agricultural interest during the past year has centered about wheat. Stimulated by the rise in price, which began in 1895, after most of the product had passed from growers' hands, great efforts were made in 1896 to sow as much wheat as possible.

Europe, which is the world's great market for surplus wheat, is itself by far the greatest producer of wheat, which is natural, since there are the dense wheat consuming populations. Large, however, as is its output, it does not produce what it consumes, and the habits of the people being fixed as consumers of wheat, the current prices are largely fixed by the rates at which wheat can be laid down from countries producing a surplus. The world's price is fixed by the world's supply in connection with attending conditions, and each consuming and producing country is a factor in producing the result; but in the final estimates after the harvest of each year, by which opening prices are fixed for all crops, the factors most considered are the sources of supply for export, which therefore seem to cause such countries to have the greater relative power in determining prices.

The regular diminution of exports from the United States is also noticeable as indicating the growing ability of our own population to consume our wheat. Argentina, and also Uruguay,

increased production and exportation very rapidly until 1894, since which time exports have fallen off, and for the past year these countries have hardly been a factor in the world's markets. California has not, either in acreage or in production per acre, equaled of late years the bonanza crops of the eighties, but the figures show that since the beginning of the real struggle for the wheat market which commenced with this decade she is more than holding her own. Confidence and hopefulness, based upon a better popular knowledge of world-wide conditions affecting the wheat crop than we have ever before had, have taken the place of the general despondency of two years ago. The wheat crop of the State has again come to be, and to be relied on for the future as, a source of State and individual wealth.

OUR BARLEY CROP.—Next to wheat barley is our most important grain crop. Neither corn nor oats can be grown to advantage in all parts of the State, while the climate is specially adapted to barley, which is, therefore, our principal feed grain. As compared with corn, its feeding value is better for some purposes and not so good for others. It has about two per cent. more of proteids and three per cent. less of fat. Corn might, therefore, be considered more desirable as a stock feed in a country of very cold winters, and is, doubtless the cheapest grain from which to produce the fat lard hog, while barley is the better feed for growing animals, especially in a warm climate, and as a food for swine is better adapted to produce the comparatively lean bacon hog which commands the highest price in the market.

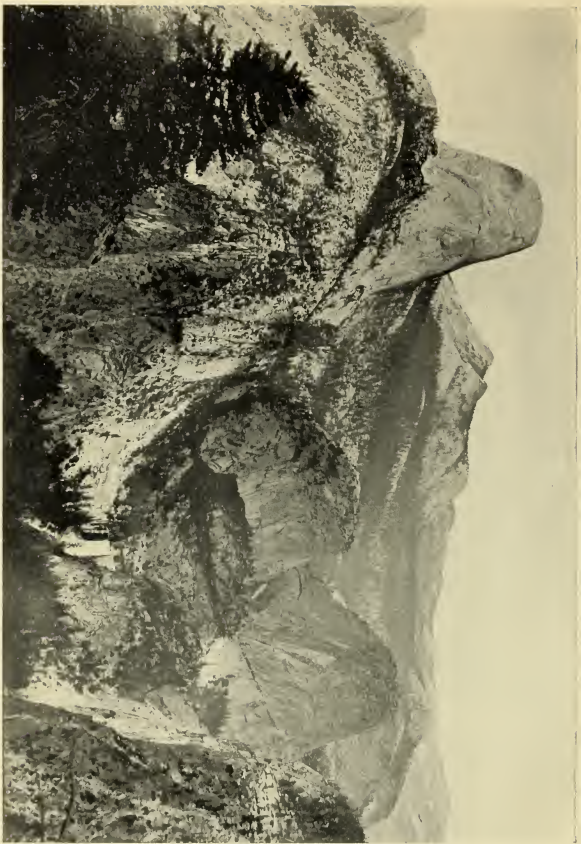
Another very important use of barley is in the manufacture of beer, of which it is the base, as being better adapted to the production of fermented liquor than any other grain. The demand for barley for this purpose seems to be on the increase, at least in this country, not only positively, but relatively in comparison with wine, with which it is a competitor for the trade in light stimulating beverages. In the selection of barley for malting the following are the main things to be considered: First, weight. Upon this depends the "body" or strength of the malt, and the standard weight of malting barley is forty-six and one-half pounds to the bushel. Heavy barley indicates a thin skin and consequently little waste, and uniform development, insuring not only that all grains shall sprout in the steep, but also all sprout at the same time, which is of great importance in order that the entire body of the mash may be ready for the dry kiln at the same time. Second, flavor. The taste of malt is injuriously affected by the introduction into the mash of foul seeds of any kind, of broken grains which decay instead of germinating, or of imperfect grains of barley, which act in the same way. It also may be true that the flavor of barleys otherwise equal may vary according to the differing soils or climates which produced them; in other words, that there are inherent differences in the flavor of the barley itself, without reference to the preventible or removable causes of injury. Third, color. People in buying beer, as well as dress goods or dried fruits, are largely influenced by its attractiveness to the eye, and while the color imparted can be largely controlled in the malting, it is considered desirable that the color which the barley used tends to impart shall be that which is most attractive and which requires the least attention in the mash or the dry kiln. For that reason that which is known in the trade as a "bright" color is strongly insisted upon in barley offered for malting.

In all these respects California barley has won its way to recognition as the best in the world. The barley is the grain requiring least time for maturity, and is therefore much grown in countries of short summers like the north of Europe, from which has thus far come our strongest competition in the markets of the world; but these countries are almost invariably rainy countries, with much cold, wet soil, which barley above all grains abhors, and the barley from such districts can never compete in quality with that grown in rainless summers on the rich, deep uplands of California. It may be that the valley of the Yukon may some time beat even us in producing malting barley.

CORN AND OATS.—As already stated, California does not claim a position as an important producer either of corn or of oats, and especially of the latter, for which, away from the northern coast, our dry summer climate is especially unfitted. As to corn, our yield per acre is very respectable and indicates that should it ever be deemed desirable our product could be indefinitely increased, in spite of our lack of the sweltering summer nights, which have been supposed essential to the success of this crop.

WOOL.—After 1860 our production of wool increased by great leaps until in 1876 our output was 56,550,970 pounds, which was our largest crop. Since that year there has been a more gradual,

VIEW FROM TRAIL TO GLACIER POINT, YOSEMITE VALLEY. Reached via Southern Pacific Co. Lines



but very steady, decrease. The causes which induced this falling off were at first the rapid development of agricultural industries, which occupied the best grazing lands, and the free wool of the tariff of 1894 seemed about to put almost an end to the industry here. The new fiscal policy upon which we are now entering, however, has changed all this and our flockmasters have once more taken heart and are improving and increasing their flocks. The flocks are in good condition, the low prices of the last few years having sent the least profitable to the block in great numbers, and for none of our industries do the prospects for the future seem brighter.

HOPS.—Eight or ten years ago hops were considered, perhaps, the most profitable of our minor agricultural industries. Our climate is especially adapted to the maturing of hops, which in this State are invariably bright and lively. There was comparatively little trouble from pests, the prices were good and the hop-planters got rich. Only the very best soils are adapted to this crop, but of these we fortunately have an abundance. The business, however, is one which can be easily overdone, and with the effective aid of our brethren in Oregon and Washington we proceeded to overdo it. In 1894 our output was 12,395,000 pounds, which, with the Northern and Eastern product and good hop crops throughout the world, entirely overstocked the market, and hops were almost unsalable. Even the very best would hardly bring cost of production, and medium and inferior grades left growers' hands at from four to seven cents a pound. All engaged in the business recognized that the industry was overdone, and efforts were made to secure a uniform reduction, to be brought about by each grower leaving a portion of his yards uncultivated. Such attempts usually result in everybody favoring the plan, and each one thereafter producing all he can so as to get the benefit of the raise. Possibly in this case the attempt did not proceed far enough to secure this result, but what mutual agreement could not have done was accomplished by the inability of the poorer growers to properly cultivate, which again resulted in an undue proportion of inferior hops.

DAIRY PRODUCTS.—During the past few years the dairy industry in this State has been passing through a stage which may be fairly considered revolutionary, and which is still going on. Up to 1890 the industry was confined mainly to the coast and bay counties from Santa Cruz north, where it was conducted in private dairies, largely by foreign-born and very unprogressive dairymen. There were but few creameries or cheese factories. A small number of excellently managed dairies made gilt-edged butter and found special markets with those able to pay for a fancy article at prices considerably higher than any published quotations. Following these were a large number of good dairies, frequently but not regularly producing a gilt-edged product, by which the best of the ordinary trade was supplied, and below them an infinite variety of grades of all degrees of inferiority. Considerable good butter was at times imported from the East. From the coast districts above mentioned there was a constant export into all the territory west of Wyoming and Colorado. The best dairies made money and the poorer lived. Tuberculosis had not been thought of, and the milk dairies sold for city consumption whatever they produced, eking out, when desirable, from the pump, and wholly unvexed of health officers. The average of the cows was low. There was no spirit of improvement among the mass of the dairymen, and modern improvements in dairying, so far as they had been heard of, were laughed to scorn. The small number of progressive dairymen profited by this state of things, as they had thereby the less competition in gilt-edged products, whose market at extra prices must always be limited. Under well-known laws, also, these conditions were certain to continue so long as producers could live under them with reasonable comfort according to their standard of life. Commercial necessity is the mainspring of improvement in all industries. After 1893 the commercial necessity arose. One by one the more distant markets were impaired or cut off by home products, or by competition from newly developed dairy territory. The desire of the trade to sell dairy machinery induced the general establishment of creameries in dairy districts, whose improved and more uniform butter appeared on the market in such quantity as to cut off the extra profit of the old gilt-edged dairies and render the cheap stuff of the poor dairies unsalable at living prices.

Finally, improved machinery, cheaper ice, alfalfa and the silo rendered profitable dairying possible even in the heated interior districts. The monopoly of the old dairy counties was gone, and with it a great part of their market. The inevitable result of such conditions was certain to be a rapid improvement in the character and uniformity of dairy products and the elimination of such

public concern, to which public-spirited citizens are ready to devote time and thought, and to make systematic plantings with the view of testing the various soils and different methods of cultivation and curing, with the intent to elicit facts for the general benefit.

FIBER PLANTS.—So far as we can discover, we have no vegetable fiber industry except the hemp-growing enterprise started in Butte county in 1896, and which has proved extraordinarily successful. The land upon which the hemp is produced is exceptionally rich and the growth enormous. It is also stated that the fiber is of excellent quality; it is scutched and shipped to Eastern States for manufacture. There is a fair market for hemp and flax fibers in the United States, and both are produced to a limited extent in several Eastern States. Under the tariff of 1894, when flax and hemp fibers were imported either free or at a very low rate of duty, according to the amount of work done upon them, our imports were \$2,000,000 or \$3,000,000 per annum in addition to the home supply. The present tariff is designed to give this business to our own people. In regard to hemp, there seems to be little question that we can produce and deliver it in Eastern markets cheaper than the same quality of fiber can be obtained elsewhere, in which case it will be a profitable crop for those who have suitable land and prepare themselves to grow and dress it properly before shipping. No one, however, should engage in the business until he has investigated the market and knows where his product can be sold and about at what price. The question of raising flax at a profit here is unsettled, and can be settled only by such an experiment as has been made with hemp. We see no reason why it cannot be profitably raised, but, as in the case of hemp, it is a subject to be investigated before investing. For lack of manufacturing interests, there is little or no market here for the fiber, and the raw straw will not bear shipment.

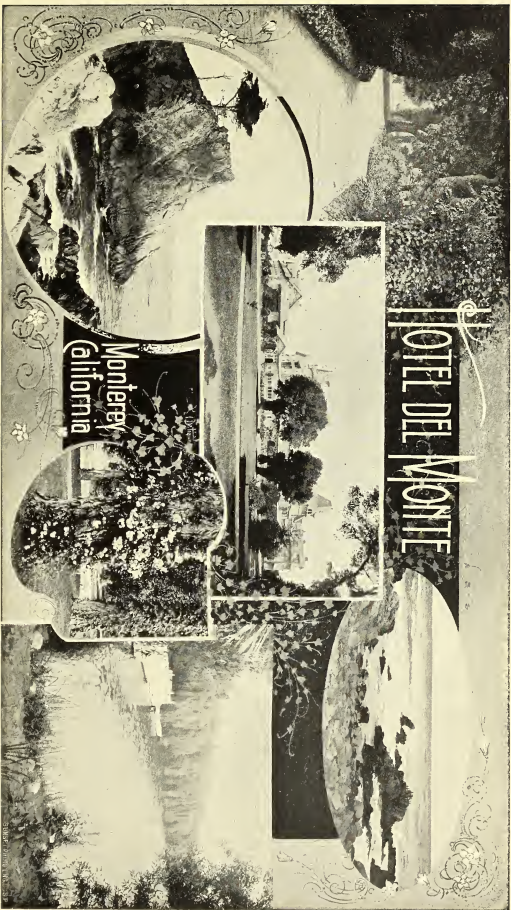
Raising either hemp or flax for fiber involves retting and the preparation of the fiber for the spinning machine. If the industry is ever established in this State it will be either by organized action on the part of farmers to secure scutching plants, or by persons who understand the business and have the capital to make themselves independent. At present flax is grown here for seed. Up to last year we did not usually produce flaxseed enough to supply our own oil mills, but in 1896 considerable additional acreage was sown. In regard to ramie, to which we, together with all other civilized peoples, are looking as the coming fiber plant, there have been no new developments. In this plant the fiber is incorporated with the woody stalk by very refractory gums, wholly insoluble in water. The problem is to dissolve these gums with chemicals which will not injure the fiber, and at a small price. The fiber has a very rank growth, and a large tonnage has to be handled to get a small amount of fiber. The process of treatment must therefore be rapid and cheap or the cost of the fiber will be too great for extensive use. That is the case now. The fiber can be detached from the wood by machinery, but it costs too much. Nobody doubts that some time the problem of producing ramie cheaply will be solved, thus far it has not been done. The advantage of ramie over other vegetable fibers is its great strength and durability and the facility with which it receives and retains color. So long, however, as cotton continues to be produced and sold for less than cost, as it is at present, it will be preferred for all purposes for which it can be used, which will more or less affect the price of other fibers. At present the fiber industries are only suitable subjects of study in this State.

WINE AND BRANDY.—While any one almost anywhere in California can produce good crops of wine grapes, the making of wine is an entirely different matter. It involves machinery, cooorage and storage room which can be maintained at an even temperature. To make good wine involves, in addition, knowledge and experience. In other words, wine making is distinctly a manufacturing enterprise as distinguished from a productive industry. It inevitably follows, therefore, that the majority of vineyardists cannot make their own wine, but must sell their grapes to a class known as winemakers, who are themselves—at least outside the large cities—also almost invariably large producers of grapes. It was also certain, and it has been the case, that in establishing a new industry many, and possibly the majority, of those who engaged in winemaking had insufficient capital or insufficient skill, or both, the result being that some of the wine would be poor and many of the winemakers pressed for money. The wine as it finally appears, bottled, upon the market is the result of aging and blending, which are conducted in the cellars of wine merchants of large capital, who purchase the new wine and carry it to marketable age. This involves large warehouses, which in this climate, however, can be above ground, and large sums invested in cooorage. Some of the

HOTEL DEL MONTE



Monterey
California



largest winemakers carry their own wine to maturity, expecting in the end to acquire independent markets for their brands at high prices; but the majority of the wine, which must be sold cheap to find a market, is gathered and blended in a wholesale way by wine merchants. The new wine is usually ready for market in the early spring succeeding the vintage, and the majority of winemakers are compelled by the need of money to sell at that time—usually, in fact, requiring advances from merchants long before. In the natural evolution of trade the wine merchants combined, under the name of the California Wine Association, and the winemakers being disorganized and needy, were able to dictate terms, with the result that the price of new wine fell below cost of production to many of the winemakers, while wine grapes were not worth raising. Under these circumstances combination against the wine syndicate was certain to follow.

In due time the Winemakers' Corporation was formed, controlling the bulk of the dry wine which, until this year, it has marketed through the wine merchants' syndicate. It was believed by most persons that after this trial of strength, which was certain to come sooner or later, negotiations would be reopened, and a satisfactory and probably more permanent arrangement would be made, by which the wine makers would make the wine, dividing the profits with farmers, and the wine merchants would continue to sell it. Such, however, has not been the case. The negotiations, whatever they were, have not been made public, but they have proved ineffectual, and the Winemakers' Corporation has definitely resolved to enter Eastern and foreign markets through their own agencies. This will bring them into competition with the wine merchants, who have sufficient stocks for the present trade, the new wine not being a factor in the next year's trade. Competition will have its usual effect of reducing prices, but limited by the fact that the corporation has every interest to keep them up, and the further fact that the present stocks of the wine merchants were largely purchased, new, at from twelve to fifteen cents a gallon and even more, and that they will not wish to lose money. It would, of course, pay them to lose largely on a small lot if by thus demoralizing the market they could alarm the winemakers and secure such concessions as would more than recoup them, and with a weak adversary that would be the obvious course. But the corporation is not a weak adversary, and it is a matter of much curiosity to those not otherwise interested to see what will be done. The wine merchants apparently believe that the corporation, with a very moderate visible capital, has upon its hands a great stock of wine, larger than can probably find a profitable market at once, with no machinery created for selling, and a constituency which has heretofore shown itself rather unstable, as the result of which delays will ensue, complications and dissatisfaction arise with the membership, and the thing finally come the r way, or at least that they can make better terms by waiting. There is some force in this view, and yet it must be recognized that this vintage at least is completely tied up, so that no negotiations with individuals are possible, that public sentiment is with the corporation, and that its leadership is exceptionally able. Of one thing we may be sure. The laws of commerce apply to this as to all other lines of business, and one of these laws is that where combination is possible competition is impossible. Combination is certainly possible here, and in time it will be reached. The only alternative would be the complete extinction of one of the contestants, which is wholly unlikely to occur. This contest which we have described refers to dry wines only, which, of course, form the bulk of the product. The sweet wine industry is affected only by sympathy.

CITRUS FRUITS.—After wheat and barley and wine our most important exported agricultural product is citrus fruits. The citrus industry is growing in the Sierra foothills, and when the acreage now planted comes into bearing the northern shipments will become an important factor in the trade. Our lemon trade is yet in its infancy, the trees being mostly young, and the passage of the present tariff law has made it for the first time possible to ship our lemons to the far Eastern markets, where competition among foreign producers has hitherto kept the price too low to afford a profit to anybody except the steamship companies and such importers, if there were such, as refrained from making advances on fruit and were thus sure of their commissions. The passage of the present law is having the effect to keep out the very inferior stock which has hitherto demoralized prices. It is also preventing an undue stimulus of trade by making large advances on foreign lemons a practice too dangerous to be continued, and by these means is giving our own producers a chance. As our imports of lemons for the past five years have averaged over 2,500,000 boxes annually our present small output cannot go far toward supplying the demand, although it is probably larger

than appears, small shipments of lemons being frequently placed in cars with oranges and appearing in the returns as oranges. There are, however, already nearly 1,200,000 lemon trees in the State, which, with a yield of two boxes per tree, are quite sufficient to supply present consumption, and planting is still rapidly proceeding. During the past year our orange industry has made a distinct advance by securing such reasonable protection as will enable our seedling oranges to be delivered in Eastern markets with a fair profit to the producers, which was impossible under the present tariff. The seedlings are the cheapest oranges to produce. Many of them are of excellent quality, and under normal conditions should form the major part of the crop as the fruit of the masses. As matters now stand foreign oranges, which are nearly all seedlings, can no longer be imported at prices with which our oranges cannot compete and pay the growers fairly.

PRUNES.—For the first time in the history of the State our output of prunes will probably exceed in value our output of raisins, and pass to the head of our column of dried fruit industries. The consumption of fruit per capita is rapidly, however, increasing throughout the world, but so, also, is the competition of winter and early spring fresh fruit with dried fruit. Of late some producers of prunes, when contemplating the very large acreage planted, have fallen to figuring on what the crop will be when all are in bearing, and by assuming a dried product of, say, fifty pounds per tree, have demonstrated to their own conviction that in the near future crops will be produced which will be unmarketable at any price. We do not think there is any ground for such fears. Such crops as are usually estimated never materialize. By far the heaviest crop per tree which we have had was in 1893. In that year every bearing prune tree seemingly had a prune wherever it could be put, and there has been nothing like it since. In that year the crop marketed from July 1, 1893, to June 30, 1894, was 25,413 tons, or 50,826,000 pounds. The previous year, 1892, a very careful census conducted by the State Board of Horticulture showed that there were then in bearing in the State, estimating 100 trees to the acre, 2,532,800 prune trees, and 2,498,800 not bearing. If we assume that in 1893 one-sixth of the non-bearing trees will come into bearing, we have 2,938,300 as the number which produced the crop in 1893, which gives an average yield per tree of 17.3 pounds of cured prunes.

The extensive planting of prune trees continued into 1893, but since then has rapidly fallen off, until it is now only normal, and the rate is not likely to hereafter increase, so that we may expect our maximum crop about 1900, should that happen to be a favorable year. The first very large crop which we may happen to have after that time will definitely dislodge those orchards—and they are many—which cannot compete with those on richer land and better cultivated, and these will be gradually abandoned and our permanent output will assume the regular normal volume which can be marketed at paying rates. Under these circumstances the advance made this year in opening markets is very cheering. We have fully occupied the home market, the importations of foreign prunes now being unimportant. There is a large market in Northern Europe which we have been testing for some years, and have this year invaded in force and with marked success. We have demonstrated that whenever our supply exceeds the home demand we can market our surplus in Europe at rates which will yield to growers from three to three and one-half cents a pound for the four sizes, which will pay a satisfactory profit on all soils which ever ought to have been planted to orchard, and yet it is hardly a sufficient temptation to induce the planting of new orchards on a scale sufficient to demoralize the industry. To those of us who used to receive from six to nine cents for our prunes, and occasionally ten cents, the current price of three or three and one-half cents seems small, but we are not now calculating on such magnificent incomes as we used to expect, and besides we now know that dealers who paid us nine and ten cents for prunes invariably lost money, as the public will not take them in important quantities on any such basis. The prune industry, while not yet fully settled, is rapidly approaching the condition when orchardists will be able to estimate their incomes from this source with as much certainty as other agricultural incomes can be estimated, and this is the condition to be desired.

RAISINS.—The progress made by the raisin industry is the final demonstration to officials that "Zante enraints" are the product of the vine, and in the arrangement and interpretation of the tariff are to be considered as raisins, competing directly with our own products, and properly subject to the same duty as other raisins of the same quality. It is true that everybody concerned except the officials have always known this, but the Treasury experts decided to the contrary notwith-

standing, and it required a long and expensive lawsuit to compel them to conform to facts about which there never was and never could have been any dispute except as based on barefaced falsehood. Still the official establishment of the fact has resulted in relieving our raisin growers from an unfair competition, injuriously affecting a great portion of their product, and in placing this great industry fairly on its feet. The acreage in raisin grapes in this State has probably diminished rather than increased since 1892, when 82,222 acres were reported. We do not remember what yields used to be promised during boom times to the fortunate possessors of growing vineyards, but do know that in the raisin districts a vineyard is hardly considered profitable which will not habitually yield one ton of raisins to the acre, which should average of the size known as "3 crown." Upon this estimate the acreage of 1892 should have yielded 164,444,000 pounds of raisins. We have never had any such yield, our largest output having been, in 1894, 103,000,000 pounds.

The consumption of the country is larger than this, and the duty on raisins being now two and one-half cents a pound and that on "currants" two cents a pound, there is an assured market for our output at rates which will pay the owners of the best vineyards well, and enable those whose vineyards are only of moderate productiveness to live. For the past year or two the trade has been accustomed to get California raisins at less than cost, and has this season shown strenuous objections to parting with that privilege. The result has been a very hard contest, in which the raisin-growers, better organized than ever before, have substantially maintained their claims. While a few cheap raisins were bought early in the season, the bulk of the crop has been marketed on the basis of three to three and one-half cents in the sweat box, which, as compared with one to one and one-half cents in 1894 and 1895, is a marked improvement, and, upon the whole, satisfactory. These prices will not pay interest on the inflated values of vineyards of some years since or pay off mortgages very rapidly, but they will enable vineyardists to live, and with economy to gain a little each year. The very best vineyards—of which, of course, there are but few, will pay handsomely at this rate.

The industry is now rapidly recovering from its depression, and in time will probably justify some additional plantings on land well suited to the purpose. Plantings, however, are likely to be delayed on account of the danger from phylloxera and expense of producing vineyards from resistant vines. No phylloxera has yet appeared in the raisin district, but no prudent vineyardist will be likely to run the risk of producing a vineyard of Muscat grapes on their own roots.

DRIED APRICOTS AND PEACHES.—While we have a monopoly of the production of apricots in this country and many persons have, therefore, regarded that fruit as the safest to invest in, it appears to be less reliable as a money crop than was to have been expected. For many years the price of dried apricots was almost uniformly two cents a pound higher than dried peaches and the trees were very extensively planted. The trouble seems to be that at high prices the limit of the market is very quickly reached, and on account of its great irregularity in bearing it cannot be profitably produced at low prices. The cost of curing is nearly four times the cost of curing prunes and there is the waste of the pits.

The apricot is one of our most desirable canning fruits, and the larger varieties are extensively cultivated for that purpose, which will always assure a large output of this excellent fruit, and upon the whole with profit to growers. Our dried peach product is of an excellent quality, no others thus far approaching it. We shall always produce these goods in large quantities, the peach being a far more reliable bearer than the apricot.

NUTS.—Our walnut and almond industries are coupled together in the statistics and can only be separated by estimate. They are not, however, conducted in the same districts. The walnut industry is mainly concentrated in two districts, of which Santa Barbara is the center of one, while the other is in Los Angeles and Orange counties. Almonds are grown in many places, the most important district being at Lodi, in San Joaquin county. The trouble with the almond is its extremely early blossoming and consequent danger from frost and its irregular bearing. It is believed that the latter difficulty will in time be overcome by better knowledge of the art of cross-pollination, which seems essential to success with this product. The walnut grows anywhere in the State, and although extremely sensitive to frost usually blossoms late enough to escape it. There is a decided difference in varieties, and only the best have ever been made commercially profitable here, and the success of these varieties has not thus far been demonstrated outside the districts named. In those districts, however, the industry has for some years been exceedingly profitable, largely, as has been

believed, owing to a very strong organization of growers in Los Angeles county, which sold the entire crop at once. In 1897 a similar association was organized in Santa Barbara county. There was a lack of harmony, however, between the associations, and the Santa Barbara Association sold independently, as is stated, at eight cents a pound for soft shells. The Los Angeles societies held for a higher price, but were not well informed, as Eastern buyers were able to buy European walnuts and deliver them on this side, duty paid, below the Los Angeles nuts laid down East, and did so to the extent of their requirements, leaving the Los Angeles and Orange county nuts unsold, as they still remain at this writing. It was a lesson that sooner or later comes to most co-operative societies, and should not, and we presume will not, in the end injure the society. All are liable to mistakes.

OLIVES.—There are no statistics of the olive trade, the volume not yet being large enough to induce the trade to keep records. The number of trees planted, however, is very large and is increasing faster than that of any other variety of fruit except citrus fruits.

There are other agricultural industries which would well deserve mention if space permitted and accurate figures were available to us. Among these are truck farming for Eastern markets, which is an important industry in some localities, and seed farming. The most prominent truck farming industry is that of celery, which is extensively grown on the peat lands near Santa Ana, and whose culture is likely to be extended to other sections. We are shipping onions, cabbages and potatoes out of the State in large quantities, but the figures are not yet available. The production of seed has for years been extensively pursued, and there is no doubt that sugar-beet seed will soon be added to the list, which we produce in commercial quantities.

Co-operation among farmers has fully held its own. In one form or another the farmers are working together more intelligently and more effectively than ever before in this State, and as the movement is not based on impulse and excitement, but upon a sober appreciation of its necessity and a better understanding of co-operative principles and their legitimate objects, there is much to be expected in the way of results. Not the least among the agencies which are moving to make farmers more prosperous in this State is the Agricultural College of the University of California. The Farmers' Institute system is well established under its management, and is producing here the effects which it has produced elsewhere. A dairy school seems certain to be established in the near future, and generally the influence of the Agricultural College is making itself felt more and more among farmers. This influence is powerful, and wholly for good. It begets thoughtfulness, earnestness, carefulness, and generally a spirit of progress combined with prudence.

FACTS REGARDING CALIFORNIA INDUSTRIES.

OLDEST MILLS.—The oldest mills constructed in the present limits of California were built by the Russians at Fort Ross about 1815. One was operated by wind power and one by water. It is claimed for Mission San Jose that a mill was erected there in 1819. Near Niles is the remnant of a mill built by Don Vallejo about 1830. It was operated by water power, and the framework of the old millstones still stand. The water-power sawmill erected in 1834 is still standing at Mill Valley, Marin county. The oldest flouring mill now running in the State is at Valley Ford, Sonoma county. It was started in 1853. The first steam flour mill in the State was erected in San Francisco in 1847 by Samuel Brannan, who imported it from New York.

FARMING.—The farming of the large wheat districts of California forms a beautiful scene. From eight-horse to ten-horse teams are attached to gangplows, the average being about six eight-inch plows for an eight-horse team. From two to five such teams then follow each other, each team being handled by only one man, and each will plow from six to nine acres a day. In lighter soils, and for spring sowing, a seeder and harrow is often attached to the gangplow and the grain plowed under the ground, being then somewhat leveled by the harrow or drag. The field receives no further attention until the harvest period.

RAISINS.—California is the only raisin-producing State in the Union. Her raisins are known the world over, and this industry, which is only the outgrowth of the past twenty years, ranks to-day among the most important of our State. The largest raisin vineyard is at Lucerne, Tulare county, and consists of 960 acres. The Burton vineyard, Fresno county, has 230 acres in raisin grapes.

ELECTRIC POWER.—The largest transmission of electric power is from a natural reservoir of 30,000,000 gallons on the north fork of the San Joaquin river, 1400 feet above Fresno, to that city, a distance of thirty-five miles. Power is transmitted from Folsom to Sacramento, twenty-two miles. It propels street cars and machinery and lights the city. From the Mokelumne river to Stockton, thirty miles, power is being transmitted, as well as in other directions to mines. Other large works are being constructed in Tuolumne, Tehama and other counties.

BRANDY STILL.—The largest brandy still in the world is that of El Pinal vineyard, near Stockton. When running at full capacity it can convert 15,000 gallons of wine into brandy daily, making about 4,000 gallons of brandy per day. There are several stills in connection with other wineries of from 1,000 to 2,000 gallons capacity.

LARGEST VINEYARDS.—The Stanford (Vina) vineyard, the largest in the world, of 3,580 acres, produces 15,000,000 pounds of grapes annually. Four steam grape crushers use up 100 tons a day, running steadily three months. Natoma vineyard, Sacramento county, is the next largest, having 3,000 acres in bearing vines. St. George vineyard, Fresno, has 2,000 acres. There are many vineyards ranging from 500 to 1,000 acres.

SUGAR MILLS.—California has four sugar beet factories in operation. The first established in the United States was at Alvarado, Alameda county. It closed December 5, 1897, for the season. One hundred thousand tons of beets were crushed, producing about 26,000,000 pounds of sugar. The Chino factory closed for the season December 11, 1897, having crushed 98,742 tons of beets, and made 25,670,000 pounds of sugar. The Watsonville factory consumed 150,000 tons of beets and made 40,000,000 pounds sugar. Another factory lately in operation is at Los Alamitos. The factory at Salinas will exceed all the others, and have a capacity of 500 tons sugar per day, and an annual yield of 120,000,000 pounds. The old Starr Mills at Crockett, Contra Costa county, are being changed into a sugar refinery, and will have a daily capacity of 1,000 tons of beets.

WAR SHIPS.—Five war vessels have been built at the Union Iron Works, viz., the Charleston, Olympia, San Francisco, Monterey and Oregon, giving over \$1,000,000 annually to mechanics employed. Other vessels are now in course of construction.

LARGEST ORCHARDS.—The Bidwell orchard at Chico contains the largest and greatest variety of fruit trees in the State. There are 1,750 acres in trees. In 1896, 98,485 fruit trees, of twenty-two varieties, produced 7,295,350 pounds of fruit; 14,571 fruit trees, of seven varieties, produced

156,476 pounds of nuts. The largest olive orchard is in Santa Clara county. It contains over 7,000 trees, all bearing. The largest fig orchard is at Piru, in Ventura county, and covers 720 acres. The San Diego Land and Town Company has the largest lemon orchard in the world, 60,000 trees, mostly in bearing. The largest prune orchard of which we can get any record is that near Los Gatos, in Santa Clara county, of 450 acres, in full bearing.

FIRST QUARTZ MILL.—The discovery of gold in quartz was made at Gold Hill, Nevada county, in October, 1848, and the first quartz mill was erected there, although some claim the Benton mill, built by Fremont, on Merced river, was erected earlier in the same year.

GENERAL INFORMATION CONCERNING CALIFORNIA.

LARGE AREA.—California is a principality within itself, 770 miles long and extreme breadth 300 miles. There are about 33,500,000 acres of arable land in the State, the San Joaquin valley having 6,850,000 acres, the Sacramento valley 5,600,000 acres and the foothills of the mountains 6,000,000 acres.

ATTRACTIVE FEATURES.—No section of this continent can compare with California in variety of productions, salubrity of climate, healthfulness, or attractive and health-giving summer and winter resorts.

WEALTH.—California has the largest percentage of wealth per capita of any State in the Union. The assessed value of all property is \$1,266,593,065 for 1896, a little over \$1000 per inhabitant.

OLDEST SETTLEMENTS.—The first settlement in California was at San Diego in 1769. The first settlement in the northern part of the State was made by the Russians at Fort Ross, Sonoma county, in September, 1812. W. Whittle arrived in Los Angeles in 1815, and claimed to be the first English-speaking settler in California. San Diego in 1810 was reported to have a population of 320 whites.

FINE WEATHER.—California can boast of more clear, enjoyable days than any known country in the world. The Sacramento and San Joaquin valleys have an average number of clear days ranging from 240 to 260. Southern California has from 225 to 270 clear days.

EXTENSIVE COAST LINE.—The coast line of California is 850 miles in length, or 1200 miles following the sinuosities of the shore. It is studded with numerous roadsteads, estuaries and sheltered landings that furnish accommodations for the coast trade, and two harbors suitable for the largest vessels and at least two more that will admit vessels of sixteen feet draught.

REDWOOD FORESTS.—The coast redwoods cover about 1,400,000 acres, about twenty per cent. of which has been cut; a recent estimate is that 17,000,000,000 feet of lumber remain which, under ordinary conditions, will last from thirty to forty years.

LARGE HARBORS.—San Francisco bay is the finest harbor on the coasts of the two Americas, and one of the finest and safest of the world. The Golden Gate, its entrance, is about one mile wide. The bay has an area of 450 square miles, or 288,000 acres. It extends thirty miles south and ten miles north. Adjoining on the north is San Pablo bay, twelve miles in length, connecting with Suisun bay, of still greater length. San Diego bay, 500 miles south of San Francisco, is fourteen miles long and from one to two miles wide, forming a harbor of great commercial value, the second in importance in the State. Humboldt bay, 200 miles north of San Francisco, is fourteen miles long from north to south, and has an average width of three miles, and a tidal area of forty-five square miles. The depth of water on the bar at the entrance varies from nine to twenty-two feet.

TIHPTREE VALLEY.—The rival of Yosemite is situated on the middle fork of Kings river. As compared with Yosemite, it has higher walls and the finest dome height, 5550 feet (El Capitan, Yosemite, being 3012 feet), and more waterfalls. At present it is only accessible by trail.

HIGHEST ELEVATION.—Bodie, Mono county, is the highest town in the State, being 9000 feet above the sea level. The next highest are Mammoth City, 8500 feet; Truckee, 5819 feet, and Lakeview, 7017 feet, while Indio, Riverside county, is below the level of the sea.

GOLD NUGGETS.—The largest nugget of gold found in California was in Calaveras county, in 1851, according to Hittell; weight, 195 pounds, troy; valued at \$43,534. The "monumental nug-

get" was found in September, 1869, in Sierra City, 141 pounds. It brought its owner \$30,000. A nugget picked up in Onion valley in 1851 was worth \$2800. The "Dogtown nugget," found in Butte County in 1859, was worth \$10,500.

THE WARM BELT.—Through the foothills of the State is the so-called "thermal belt," which follows the hills at an elevation varying from 300 to 2000 feet, and extending along the Sierra Nevada. In it there is little or no frost to injure sub-tropical fruits. In this thermal belt may be found the best citrus groves of the south, and it accounts in part for the flourishing condition of citrus groves in Placer and Butte counties, in the north.

PALM TREES.—The largest grove of fan palm trees is growing at Calistoga. There are more than twenty trees of eight feet circumference and sixty feet high. There are groves of palms in Indio, Riverside county, and some everywhere throughout the State.

PRUNE PRODUCTION.—Santa Clara county produces nearly all the prunes raised in the United States. A Santa Clara paper says the yield this year is 50,000,000 pounds. Even with no additional orchards, those now out but not yet bearing will at maturity produce 100,000,000 pounds annually. At the present rate of consumption in the United States this will leave a surplus of 30,000,000 pounds annually.

CALIFORNIA INFORMATION CONDENSED.

CALIFORNIA HARVESTERS.—The largest combined harvester in operation this year cut a swath fifty-two feet wide. It cuts, threshes and sacks the grain, ready for market as it proceeds. The bags come out of the huge machine at the rate of three a minute, which would make 1,800 sacks in a day's run of ten hours. Three sickles are placed end to end to reap the grain, and one separator handles all the grain. The power used is traction engine. The ordinary combined harvester cuts a swath from sixteen to thirty or forty feet wide, requiring from twenty to thirty mules or horses. Four men usually constitute a crew. From thirty-five to nearly 100 acres a day are harvested.

OLDEST ORCHARDS.—An orchard was planted by the Russians at Fort Ross about 1816. Some fifty trees are still in bearing. Some of the apples are of fine size and flavor. An olive orchard was planted at San Fernando in 1800, and small orchards about the various missions at or about the above dates.

THE NAVEL ORANGE.—The celebrated Washington navel was introduced into Riverside in 1872, and the first fruit of this variety was exhibited at the first citrus fair, ever held in the United States, in Riverside. To-day two-thirds of the orange crop of California is of this variety. The navel sells for \$500 to \$600 a car, while other varieties bring from \$250 to \$300 per car.

TRAVERTINE QUARRY.—A new cathedral building in London has ordered twenty columns, each fourteen feet long and two feet in diameter, from the Mono county travertine quarry. There is only one other quarry of this material in the world. It is also used in connection with several new buildings in San Francisco.

IRRIGATION.—There are 14,000 irrigators in the State, and the area irrigated exceeds 1,000,000 acres; the works cost \$13,000,000. The Galloway canal, Kern county, is the largest canal, with a channel 125 feet wide at the bottom, and seven to ten feet deep, with a length of thirty-two miles. This system irrigates one alfalfa field of 20,000 acres. The combined length of canals and laterals is over 1,500 miles. Fresno county has the most extensive irrigation system. There are within the county about 300 miles of main canal, 1,000 miles of branch canals and 5,000 miles of distributing ditches.

FIRST SHIP-BUILDING.—The first sea-going vessel constructed in California was built by the Russians at Fort Ross, about 1814, and that year four ships were built. The first vessel constructed in San Francisco harbor was by Louis Arguilo, in 1822. Its first trip was to Monterey. There are now belonging to the port of San Francisco 727 vessels, and of these 186 are steamers. There are seventeen steamship lines.

OIL WELLS.—The total annual product of crude oil in California is conservatively estimated

at 1,000,000 barrels. The wells of Coalinga, Fresno county, are now producing about 175 barrels daily. The gas used in Fresno is made from Coalinga oil. The only petroleum refineries are at Puenta, Cal., and Alameda.

OSTRICH FARMS.—The largest farm for rearing ostriches is that of E. Crawston, Norwalk, with upward of 300 birds. The climate has proven acceptable and the experiment is a profitable one. The second largest is near Pasadena, containing about 100 birds.

OLDEST OLIVE ORCHARD.—Five hundred olive trees were planted at San Fernando mission about the year 1800. There are now 450 trees remaining, that produce about eighteen tons annually. The very oldest olive tree in the country is at Capistrano mission. Its seed came from Spain in 1769. It is fifty feet high and has a trunk five feet in diameter, and is still producing olives.

GRAPE PRODUCTION.—The Agricultural Department states that more than one-half of the grapes of the United States are grown on the Pacific Coast, California having over 200,000 acres of vines.

PRODUCTIONS.—California produces more barley than any other State in the Union, and one-fourth of the total amount raised in the United States. It is the only producer of chromic iron, magnesite, travertine, metallic antimony, quicksilver, gilsonite, turquoise, platinum, soda, raisins and several other commodities.

MOST BEANS.—According to the census California produces one-fourth of all the beans raised in the United States. Ventura county is the largest producer of Lima beans. The pagoda exhibit at the World's Fair had 198 varieties of beans.

FEW DEBTS.—The State debt and all county, municipal and school district debts of California do not aggregate more than \$16,000,000, in round numbers. Massachusetts has only 1,000,000 more population than California, but its public debt exceeds California by \$66,000,000. San Francisco occupies a unique position as a great and prosperous city nearly free from debt.

ONLY GILSONITE.—This is a substance that was discovered about eight years ago in San Bernardino county. It is in appearance like shoemakers' wax or hard asphalt. It is used for making a fine quality of black varnish after being dissolved in turpentine. The entire product of the mines is taken by varnish manufacturers in New York.

VARIETY OF CLIMATE.—In Los Angeles county on a winter's day one may breakfast by the seashore, after a dip in the ocean lunch amid the orange groves of the San Gabriel valley and dine among the snow-capped summits of the Sierra Madre.

REMARKABLE SITUATION.—There is not a practicing lawyer, doctor, incarcerated criminal or pauper in the county of Alpine. There is not a saloon or place for the sale of liquor in Sutter county.



ADMINISTRATION BUILDING—Midwinter Park

A BRIEF HISTORY OF THE P. C. C. T. A.

The Pacific Coast Commercial Travelers' Association was conceived in the early part of 1890. Its principal promoters were S. Mosely Woods, Charles L. Wallace and the late Thomas J. Veach. The unfair treatment which commercial travelers suffered at the hands of some corporations and private enterprises with whom they yearly spent thousands of dollars suggested organization as the only means of righting the existing evils. After thoroughly canvassing the subject of forming an association and meeting with much encouragement, a meeting was called at the Palace Hotel in October. About one hundred traveling salesmen were present, and Mr. S. K. Thornton was chosen chairman of the meeting. The following plan of operation was submitted by Thos. J. Veach :

"That a corporation be formed composed entirely of commercial travelers, to be known as the Pacific Coast Commercial Travelers' Association, and that its objects be to regulate fares on all railroads, steamship and stage lines, to secure reductions in excess baggage rates, to secure accommodations from the various hotels commensurate with the prices paid, to abolish the charging of bus fares to and from hotels, to regulate the charges of transfer companies, and, further, to bring about a better acquaintance among persons engaged as commercial travelers, and to establish a fund to care for members in need and bury the dead."

After reading same a motion was made and carried that all traveling men present who were willing to sign the resolution step forward; and this instrument, which obtained the signatures of 146 travelers, was the founding of the Pacific Coast Commercial Travelers' Association.

The next meeting was held at Judge Murphy's court room on Jan. 3d, 1891, when the constitution and by-laws were adopted. The first set of officers, as follows, were elected: President, S. K. Thornton; First Vice-President, Thos. E. Dunne; Second Vice-President, Harry Loudan; Third Vice-President, Geo. R. Savage; Secretary, E. B. Whitney; Treasurer, R. D. Laidlaw; Directors, T. J. Veach, Nate Jacobs, Sid Hart, J. A. Wilson, Isi. Goodfriend.

The first annual meeting of the Association was held January 2, 1892. The membership roll showed about 210 members in good standing. The following were elected officers for the ensuing year: President, S. K. Thornton; First Vice-President, Thomas E. Dunne; Second Vice-President, Harry Loudan; Third Vice-President, George R. Savage; Secretary, E. B. Whitney; Treasurer, R. D. Laidlaw; Directors, A. F. Wheaton, Felix Cohn, H. L. Judell, J. A. Wilson, Sid Hart. It was at this meeting that it was decided to issue death certificates for \$500.

At the second annual meeting held December 30, 1892, the membership had increased to 240 members. It was at this meeting that the offices of the Vice-Presidents were abolished. The officers elected were: President, S. K. Thornton; Secretary, E. C. Sutcliffe; Treasurer, R. D. Laidlaw; Directors, A. F. Wheaton, Geo. C. Shurtleff, Thos. E. Dunne, W. H. King, H. L. Judell, Felix Cohn, George R. Savage, W. D. Witham.

The third annual meeting, held December 29, 1893, resulted in the election of the following officers: President, S. K. Thornton; Secretary E. C. Sutcliffe; Treasurer, R. D. Laidlaw; Directors, A. C. Boldemann, Sig. M. Heller, H. L. Judell, A. R. Kelly, A. L. Weil, George R. Savage, George C. Shurtleff, Phil O'Donnell. The membership by this time had reached 260.

On December 29, 1894, the fourth annual meeting was held and the books showed a membership of 290. The following were elected officers of the Association to serve for the coming year: President, W. J. Barrett; Secretary, A. C. Boldemann; Treasurer, R. D. Laidlaw; Directors, H. L. Judell, J. C. Eubanks, B. B. Galland, T. J. Veach, Sig. M. Heller, W. F. Peterson, R. H. Davis.

The fifth annual meeting of the Association was held in Alcazar Building, on December 27 and 28, 1895.

Many changes were again made in the constitution, most prominent among which were the election of eleven directors; they to elect their own officers, and combining the offices of secretary and treasurer into one office.

The report of the Secretary showed 320 members in good standing; that there had been four deaths during the year, making a total of twelve deaths since the organization of the Association, for

which the beneficiaries had been paid the sum of \$6,000, and that the Relief Committee had drawn on the funds for \$100 during the year, making a total of over \$500 expended toward relief for needy members since that fund was created.

The following were elected Directors to serve for the ensuing year: J. C. Eubanks, A. C. Boldemann, A. W. Weil, B. B. Galland, S. Moseley Woods, A. F. Wheaton, Jul. Philips, Ben Schloss, W. F. Peterson, J. B. Treadwell and J. A. Wilson.

The newly elected Directors then went into session, and from their number elected S. Moseley Woods, President, J. C. Eubanks, Vice-President, A. C. Boldemann, Secretary-Treasurer, to serve as such for the following year.

During the month of May, 1896, President S. Moseley Woods was compelled to send in his resignation, on account of having accepted a position to travel out of New York, and J. C. Eubanks was elected to the Presidency and Director J. B. Treadwell was elected to fill the office of Vice-President.

At the annual meeting held in December, 1896, the following were elected members of the Board of Directors: J. C. Eubanks, W. F. Peterson, A. C. Boldemann, B. B. Galland, H. Morgenthau, A. Hampel, H. L. Judell, C. B. Tomson, A. W. Weil, Nate Jacobs. The officers chosen by the Board were: President, J. C. Eubanks; Vice-President, W. F. Peterson; Secretary, A. C. Boldemann; Treasurer, B. B. Galland. Early in the year 1897 business compelled Director Judell to resign his office and his place was filled by A. H. Jessee, who has proved himself to be a valuable acquisition to the Board.

The regular annual meeting held December 29th, 1897, showed quite an increase in the treasury, and that two death certificates and quite a sum for relief had been paid during the year. At this meeting the charter list was thrown open, the initiation fee was done away with for one year so as to enable all commercial travellers to join the Association.

The following were elected a Board of Directors for the year 1898: W. F. Peterson, J. C. Eubanks, T. E. Dunne, A. C. Boldemann, B. B. Galland, A. W. Weil, Harry Morgenthau, J. H. Frost, Andy Hampel, Chas. B. Tomson and J. E. Finnegan. The Board chose for their officers: W. F. Peterson, as President; T. E. Dunne, Vice-President; A. C. Boldemann, Secretary; B. B. Galland, Treasurer.

The last regular meeting of the Association was held Tuesday, December 27th, 1898, and the report of the Secretary showed a net increase in membership for the year of eighty-seven members; and, although the year proved a disastrous one as regards finance, the Association having been called upon to pay four death certificates and a considerable sum for relief, still the report showed quite a handsome gain in funds.

The following were elected a Board of Directors to serve for the ensuing year: T. E. Dunne, A. W. Weil, B. B. Galland, A. C. Boldemann, Harry Morgenthau, W. F. Peterson, Chas. B. Tomson, Lee Jacobs, Jacques Blum, J. C. Eubanks, Harry Diggles. The Board then elected the following officers to serve for the year 1899: President, Thos. E. Dunne; Vice-President, Alex. W. Weil; Secretary, A. C. Boldemann; Treasurer, B. B. Galland.



C. B. TOMSON
THOS. E. DUNNE, President
A. C. BOLDEMAN, Secretary

H. MORGANTHAU
W. F. PETERSON
ALEX. W. WEIL, Vice-President
LEE JACOBS

A. HAMPEL
J. CAL. EUBANKS
B. B. GALLAND, Treasurer
JACQUES BLUM

Officers and Directors of the Pacific Coast Commercial Travelers' Association

THOMAS E. DUNNE.

Thomas E. Dunne first saw the light of day in San Francisco in 1860. His father, P. F. Dunne, realizing what there was in the young man, sent him to the public schools in that city, where he remained till 1877, when Thomas E. entered the employ of Yates & Co., as a shipping clerk, and to show that a wise selection was made by both father and son, one has only to look at the present responsible position filled by him with this same firm at the present day, being their Manager with offices at 709 and 711 Front Street.

Thirteen years ago Mr. Dunne became a benedict and he can really be considered a model husband. He is a member of the Elks, and Native Sons of the Golden West; he was the second man that signed the roll for the organization of the Pacific Coast Commercial Travelers' Association, and in 1892, 1893, and 1894, he was a member of the Board of Directors. He then missed two years and in 1898 he was elected Vice-President of that organization, and for the present year he is President of the same. Were there any greater honors that the Association could confer Mr. Dunne would undoubtedly receive them.

ALEXANDER W. WEIL.

William Weil numbers amongst his sons Alexander W. Weil, who was born near Shasta City in Shasta County, California, on the 24th day of October, 1858. In the year 1861, Mr. Weil took his family to Germany, and the subject of this sketch attended primary schools in the City of Augsburg, Bavaria, until 1866, when they returned to San Francisco, where Mr. Weil attended the Lincoln Grammar School and the High School, from both of which he graduated. In the year 1876 he entered the office of the San Francisco Board of Trade as assistant to the late Mr. Holden of the Law Department, where he remained a year and a half, his title being Second Assistant Secretary, under J. B. Moore, deceased, thereby gaining valuable legal information which he has turned to good account. Upon leaving the Board of Trade he joined forces with his father's firm "Weil Bros.," as bookkeeper and continued in that position for over a year, when tiring of office work he accepted the position of head traveler for the firm in which he continued till the year 1886, at which time he was admitted as a partner in the firm not forsaking however the "road." In February, 1897, he purchased his uncle's interest in the business and took the place of general manager of Weil Bros. & Sons, which he still holds. Mr. Weil married in 1886. He is a member of I. O. O. F., Eureka Benevolent Society, Pacific Hebrew Orphan Asylum, United Commercial Travelers, and last, but not least, the Pacific Coast Commercial Travelers' Association, of which organization he was elected a Director in December 1895, being similarly honored every year since. Last December he was chosen Vice-President of that organization, and the P. C. C. T. A. is to be congratulated in its selection.

B. B. GALLAND.

B. B. Galland was born in Red Bluff, California, in June, 1863. He commenced his early education by attending the public schools in San Francisco, where he remained till seventeen years of age, when, desiring to carve out for himself a future different from the ordinary, he went to Mexico where he spent a year and a half. Tiring of a frontier life he returned to San Francisco and entered the employ of Sachs Bros. as stock boy. His attention to business endeared him to the firm to such an extent that they rapidly promoted him to the position of a traveling salesman, remaining in that position for ten years. Barney is favorably known all along the coast and is a prince of good fellows, and it was through his genial manner that his success was so pronounced. In 1895 Mr. Galland left Sachs Bros. to go into business with his brother E. R. Galland forming the "Mercantile Toilet and Laundry Co.," which is now the largest toilet supply company on the Pacific Coast. It is needless to say that it is largely through his untiring efforts that the success of the Mercantile Toilet and Laundry Co., is so great. In 1891, he together with a number of commercial travelers formed the Pacific Coast Commercial Travelers' Association, and has been a Director for the past five years, and three years ago, upon the retirement of R. D. Laidlaw as

Treasurer, the office of Treasurer was combined with that of Secretary and the joint office held for one year by A. C. Boldemann, but after the lapse of a year the office of Treasurer was again instituted and Mr. Galland was chosen such Treasurer, which he holds at this writing. He is a member of the Native Sons of the Golden West. His fascinating manner with the ladies is proverbial and there is not a social function where he is present that he is not one of the leaders. Barney could not count the number of his friends by the hairs of his head.

A. C. BOLDEMANN

The Secretary of an organization is the one that does the most work and gets the least thanks. This position in the Pacific Coast Commercial Travelers' Association is held by Mr. Adolph C. Boldemann, who was born in San Francisco on March 13th, 1862. The public schools of San Francisco claimed his attention till he became 13 years old, when he entered the employ of Hirschfield & Saroni, candy manufacturers, and continued with them for seventeen years. He started in at the bottom round of the ladder and climbed to the top, never once slipping back even half a space. From messenger boy to manager and traveling salesman were easy steps of rapid promotion for him. As a manager he had charge of the factory for three years, and for twelve years he was a successful knight of the road. His route was mostly in the South but he is also extremely well known in all sections west of the Rocky Mountains. In 1892 Mr. Boldemann left the employ of Mr. Saroni and established a business for himself under the firm name of A. C. Boldemann & Co., importers and exporters of Essential Oils and manufacturers of Perfumes, Flavoring Extracts, etc. with a laboratory at 313 Front Street, San Francisco.

Mr. Boldemann is one of the charter members of the Pacific Coast Commercial Travelers' Association and was foremost in organizing the same. In 1892 he was elected a member of the Board of Directors and has continued to be so honored at every meeting since that date. In December, 1893, he was chosen as Secretary of that organization and is such at the present day. The title of "Czar" of the Association has been justly earned by him as it is through his untiring efforts that it has risen to its present substantial condition. He is ever ready to devote his time to its interest and with a smile does he welcome the onerous duties of his office. He is a member and Secretary of Golden Gate Council of the United Commercial Travelers, which office he has held since its inception in 1895. With true western patriotic instincts he became a member of the Native Sons of the Golden West; he is also a member of the Foresters of America. Like the majority of his friends he became a benedict in 1892. Mr. Boldemann is known from one end of California to the other for his charitable and gentlemanly instincts. May he, in this world, receive the just reward due such a man.

W. F. PETERSON.

Sacramento is to be congratulated and California should be justly proud in having such an upright, painstaking, fearless and honorable citizen as W. F. Peterson, who was born on the 8th day of July, 1850, in Bremen, Germany, where he attended school till he became twelve years of age; but with that push and energy peculiar to himself, he came to New York City alone when but a child and entered the employment of his uncle, W. Hartkopt, in the ship chandlery business in New York City. Even though tired at night after his day's labors, with his indomitable nerve and pluck he attended public night school at the same time, from which he graduated. Not content with the knowledge he had thus far attained he attended Martin S. Pain's Business College, and with high honors graduated therefrom. Following Horace Greeley's advice he came West in 1866, and entered the establishment of Meyer Bros., of California, where he remained for three years, but thinking that the East offered better inducements than the West, he returned to New York City, and in partnership with Mr. Sterling established a business at the corner of Broome and Varick Streets. In 1870, the western fever again attacked Mr. Peterson and he sold his interest in the business to his partner and again turned his face towards the setting sun, arriving in Placerville, Idaho, where mining attracted his attention, but after a three months' trial he gave up a business which depended so much on luck and turned his attention to one

where his sterling qualities would be appreciated. He journeyed to San Francisco and became connected with W. W. Wolf & Co., commission merchants, where he remained about a year. He then left San Francisco and went to Sacramento and joined the forces of H. Fisher, with whom he remained for three years. In 1874, Mr. Peterson saw a chance for an opening and started in business for himself, and for the past twenty-five years has steadily increased his operations to such an extent that to-day he is the proud possessor of one of the finest trades on the Pacific Coast. He is the oldest candy manufacturer west of the Rockies, that has not changed his business title.

Mr. Peterson is a member of several fraternal and social organizations, notably Union Lodge, 58, F. and A. M., Sacramento Chapter No. 2, Council No. 1, and Commandery No. 2, but Masonry did not claim all his attention, and he is also a member of Capital Lodge No. 87, I. O. O. F., and Benevolent Order of Elks, No. 328.

As to his connection with the Pacific Coast Commercial Travelers' Association, he is one of the old members, and in December, 1894, was elected a member of the Board of Directors; in 1895 he was similarly elected, but in 1896 Mr. Peterson's valuable co-operation was so appreciated that he was made Vice-President, which position he filled with so much tact and discretion that in 1897 he was chosen President. That the Association made no mistake is evidenced by the appreciation of his executive ability, held by all with whom he came in contact as head of this body of intelligent men, by whom he was presented with a handsome loving cup at their last annual meeting. May the Gods be forever propitious, as the highest honors that could be conferred on any man are none too good for W. F. Peterson.

CHARLES B. TOMSON.

Fort Madison, Iowa, was the birthplace of Charles B. Tomson, and October 15th, 1863, was the date of that auspicious event. The guidance and example of the father, Leford Tomson, had a lasting influence on the subject of this sketch. The son was sent to the public school at Fort Madison, from which he graduated, at which time he became a clerk in the Hotel Anthes, at Fort Madison, where he remained four years, there acquiring his first knowledge of a traveling salesman's life. Hotel life was too slow and did not offer the opportunities desired for the young man and he entered the employment of P. Lorillard & Co., of Jersey City, traveling in Northern Iowa for two years for this great firm. Church & Co., of New York, next claimed his attention, and during the seven years he was with them, he covered all the Middle and Western States. A taste of Western methods attracted him, and in 1892 he came to the Pacific Coast, settling in San Francisco. He now travels for S. H. Tyler & Son, of San Francisco, and enjoys the confidence and respect of his employers and all who know him. Masonic, Knights of Pythias, United Commercial Travelers, Woodmen, Iowa State Traveling Men's Association and the Pacific Coast Commercial Travelers' Association are organizations that claim him as a member, of the last of which he has been a Director since 1896.

J. C. EUBANKS.

For the past thirty-five years J. Cal. Eubanks has been a traveler on this sublunary sphere. About that many years ago he was born in Siskeyou County, California, where he attended school. The printing trade next attracted his attention and he learned it thoroughly in all its branches. He was a man however not built to stand at the case and his next employment was in a general store, where he remained till 1882. Every day of this class of work was drudgery to him and in that year he established a general merchandise business in Ashland, Oregon, which he conducted for a year. Arriving at the stage where he desired greater scope for his energy, he entered the employment of Klein & Co., as traveler, with which firm he is connected at the present time. During the fourteen years of his drummer's life many of his friends joined forces with life long helpmates, and he, realizing the pleasures and benefits of married life, joined the noble order of benedicts in 1897. "Cal" joined the Pacific Coast Commercial

Travelers' Association in 1892, and was elected on the Board of Directors in 1894. After one year's service on the Board he was made Vice-President in 1895, and in May, 1896, was chosen as its President, being rechosen in December of that year. Leaving the Directorate after three years' service was not to be considered by the members, and in 1897 and 1898 he was again elected to the Board of Directors.

A. HAMPEL.

A. Hampel was born on September 20th, 1857, in Oakland, California, and attended the public school of that place until seventeen years of age, when he took a six months' course at Heald's Business College. Upon receiving his diploma from this latter institution he was employed by his father, Henry Hampel, in the grocery business, with whom he remained till he became twenty-two. For the next six years he engaged in the grocery business for himself, selling out to J. Jacoby, in order that he might accept a position in the United States Mint as computing clerk under Superintendent Judge I. Lawton, where he remained until Gen. Harrison's election as President, from which time he has been a commercial traveler, first two years with Sherwood & Sherwood, of San Francisco, wholesale dealers in fancy groceries and liquors, and three years with Macondray & Co., dealers in teas, mattings and silks, but for the past eight years Mr. Hampel has been with Messrs. Hall, Luhrs & Co., the heavy wholesale grocery firm of Sacramento, for whom he has covered the Eastern part of California and the whole of the State of Nevada, with headquarters in Nevada City. He is a member of Oakland Parlor No. 50, N. S. G. W., Brooklyn Lodge No. 32, Knights of Pythias; Sacramento Lodge No. 328, Benevolent Order of Elks; and the Pacific Coast Commercial Travelers' Association, of which organization he was elected a Director in December, 1896, being re-elected every year since then. Mr. Hampel enjoys the esteem, respect and confidence of all with whom he has come in contact. In climbing the ladder of prosperity may he never miss a round.

H. MORGANTHAU.

H. Morgenthau was born in San Francisco in 1864, and until sixteen years of age attended the public schools in that City, from which he graduated, and then took a business course at Heald's Business College. After obtaining his diploma from this institution he became connected with his father and continued with him up to the time of his death, at which time he together with the other heirs formed the "M. Morgenthau Co.," of which he was made President and Manager. In 1897 the "Mission Soap and Candle Works" was formed and took over the plant and business of the "M. Morgenthau Co.," and Mr. Morgenthau was made Secretary and Manager. His executive ability was so well appreciated by the new Company that he has complete management of its affairs. Mr. Morgenthau became a knight of the road in 1888 under his father and covered the entire coast for him up to the time of his death.

In December, 1896, he was elected a member of the Board of Directors of the Pacific Coast Commercial Travelers' Association and has been reelected every year since then. He has been Chairman of the Entertainment Committee for some years and it is due chiefly to his efforts that these entertainments have been so successful. He has worked night and day in order to give entertainment and pleasure to his comrades and a profit to the Association. Whenever an entertainment is proposed and he is connected with it, the name Morgenthau is a guarantee of success. He is also a prominent member of the Native Sons of the Golden West.

JACQUES BLUM.

On the seventh day of August, 1852, in the City of Strassburg, Alsace, Jacques Blum was born. At this time Strassburg had no public schools and Jacques attended a private school until 1867, when he came to California, where he arrived on June 25th of that year, when he entered the employment of Loewe Bros., wholesale liquor merchants, at 309 California Street with whom he remained till 1870. In this year he went to Salem, Oregon, and engaged with F. Levy,

general merchant, with whom he remained a year. In the year 1871, Mr. Blum connected himself with Haslach, Cohen & Co., at Angel's Camp, Calaveras County, remaining there nearly a year. He could not remain away from San Francisco and again secured employment with his old firm of Loewe Bros. His services were so highly appreciated by his firm, that on January 1st, 1882, he was admitted as a partner, and at the time Loewe Bros. purchased the stock of Wilmerding & Co., forming the present corporation, Wilmerding, Loewe & Co. Mr. Blum was elected Vice-President, which position he holds at the present time. For the past twenty-two years Mr. Blum has adopted the "road" as his part of the business, and is one of the most successful traveling men out of San Francisco. Mr. Blum is a thirty-two degree Mason and a member of many other social and charitable organizations, notably Parfaite Union 17, French Benevolent Society, Eureka Benevolent Society, Zion Hospital, Société des Dames Francaise, Benevolent Circle Francais, Pacific Coast Hebrew Orphan Asylum, and the Pacific Coast Commercial Travelers' Association, of which he was elected a director in December, 1898. Mr. Blum enjoys the respect and implicit confidence of all that have come in contact with him.

LEE JACOBS.

Lee Jacobs, one of the directors of the Pacific Coast Commercial Travelers' Association was born at Syracuse, N. Y., June 11th, 1852. After a number of years schooling he entered the cigar manufactory of his father, where he served a full apprenticeship at the cigar trade, and later on made a study of the tobacco business. At the age of eighteen he urged his father to permit him to make a business trip, to which he reluctantly consented. The result of his first venture was so very successful that his father requested that he should continue to represent his firm; which he did until his father retired from business. In 1877 he came to California. Since his advent on this coast he has held various responsible positions, and for the last five years has been representing some of the leading New York and Key West cigar manufacturers with great success. He is one of the best known travelers on this coast, and has the confidence of his patrons, and the good will and best wishes of all who know him. In December, 1897, Mr. Jacobs was elected to the Board of Directors of the Pacific Coast Commercial Travelers' Association.

FROM COAST TO COAST.

It is a matter of history that the completion of the pioneer line of railroad between the Pacific Coast and the Eastern States, was regarded by the statesmen of that period as a political necessity. Their fear, not an unnatural one, was that those far-off regions, separated by hundreds of miles of plain and mountain from the rest of the country, would also become separated in interest from the parent States of the Atlantic Seaboard and the growing commonwealths of the Mississippi Valley. The politicians of the present day are inclined to forget these facts. The commercial world, however, is constantly reminded that it is the railroads traversing the Continent which bind the Pacific States in a community of interest with those of the East.

Whatever point of view is chosen, the Southern Pacific Company appears as the most interesting and important of the corporations which afford rapid and economical transportation from ocean to ocean, for the people of the country and their diversified products and merchandise. In extent alone it is one of the largest railroad and steamship systems in the United States. Some 8,000 miles of railroads, and steamship routes, aggregating 4,500 miles, are under the charge of its officers. It is the only railroad crossing the continent which reaches tide water on both the Atlantic and Pacific coasts, wholly within American territory, its main stem extending from New Orleans to San Francisco, and Portland, Ore. Moreover, the famous "Morgan Line" of ocean steamers which the Southern Pacific Company controls and operates, gives it the only route under one management reaching from the metropolis of the country to San Francisco and its sister cities of the "Coast." The Central Pacific Line, which formed part of the first transcontinental route, is also under its control, while branch lines in both Texas and California afford direct access by the Southern Pacific to all important points in those States. Finally, its steamship lines extending to Havana

and to Bluefields, Nicaragua, complete a system which, for extent and importance to the trade of the country, is without equal.

The Southern route of this company is a controlling element in railroad traffic between the Pacific Coast and the East. A glance at the map will show that from New Orleans to San Francisco is the shortest possible line between large ports on the two oceans, and it is on this line that the Southern Pacific is built. Its low altitudes and absence of snow ensure uninterrupted communications at all seasons. These facts in regard to the Southern Pacific are recognized by the business world, to which the last mentioned circumstance appeals with peculiar force, whether it refers to the transportation of goods or the convenience of passengers.

The Southern Pacific, in fact, was built and is managed with special reference to the requirements of business interests. Its trains and steamers are of the highest standard of excellence, and its management is noted for the attention given to the wants of shippers to California and other points which it reaches. The constant aim has been to develop traffic by ensuring the facilities which attract it. While its lines are divided for convenience of operation into a Pacific System, comprising the portion of the property west of Ogden, Utah and El Paso, Texas, and an Atlantic System, which includes its roads east of El Paso, the whole organization is under a single management. The concentration of power and responsibility which this involves, is not only an advantage to the railroad itself, but is appreciated by shippers with whom the Southern Pacific enjoys a favorable reputation.

PREFERRED ACCIDENT INSURANCE COMPANY.

The Preferred Accident Insurance Company, photographs of whose San Francisco offices appear upon this page, has always been a friend of commercial travelers; always looking for advantageous features to offer them. The Company has been established about fourteen years, and is a level premium stock company with sound financial backers, including some of the best known men of New York City, among whom are Hon. Phineas C. Lounsbury, ex-Governor of Connecticut, and President of Merchant's Exchange National Bank; Mr John E. Searles, Treasurer American Sugar Refineries; Mr. William Westlake, of Adams & Westlake Manufacturing Company; Hon. Timothy L. Woodruff, Lieutenant-Governor State of New York; and Mr. Chas. D. Spencer, of the H. B. Clafflin Co.

Previous to the establishing of this Company, protection from accidents was to be obtained





only at a very high price, the corporations then in the field charging "all the traffic would bear," but the Preferred's energetic secretary, Mr. Kimball C. Atwood, originated the plan of insuring only persons whose occupations were the least exposed to accidents, and to them his company concluded they could issue policies much cheaper than they could were they writing other than a strictly preferred class. Following upon this idea came another; that of the "Combination" policy, now universally desired by all insurers. This form provided for the payment of double benefits for travel accidents, and it was so readily sold to all travelers, that the other companies were forced to issue similar policies, but they have not yet met the price at which the Preferred offers their \$11,000 combination policy, which is sold for \$20.00 per annum.

Having gained the regard of the traveling fraternity by thus offering them safe and sound insurance at reasonable rates, the Preferred sought to retain that esteem by placing on sale a



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Is located on the north side of Court with direct entrance from Market Street. It also has entrance from the Court. Grill Room service may be obtained here from 6 o'clock a. m. until midnight.

Restaurant and American Plan

Meals are served during the Summer months in the Ladies' Grill Room. Music on Monday, Wednesday and Friday evenings.

The Men's Grill Room

Adjoins the Ladies' and has entrance from the Court as well as a direct entrance from Market Street. This Room is open from 7 a. m. until midnight.

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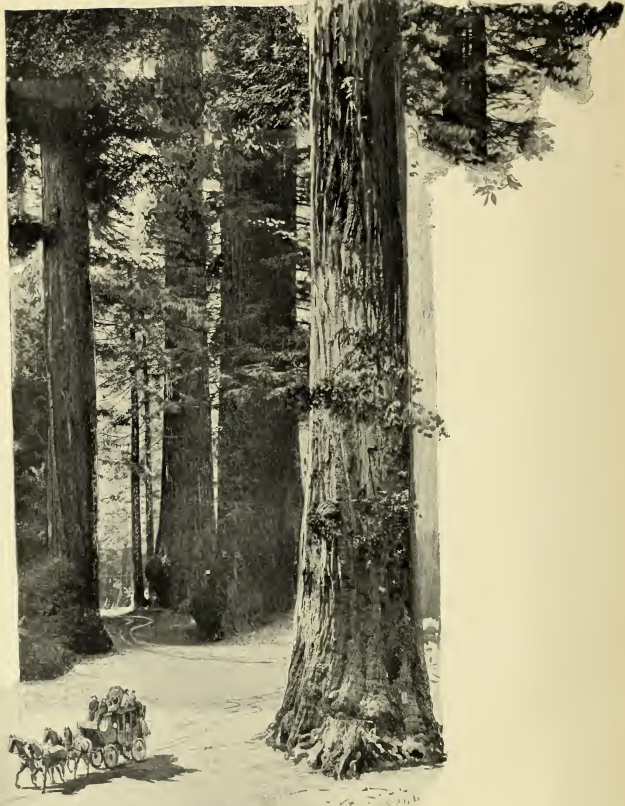
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The Pacific Coast Steamship Co.

Does virtually all the freight and passenger traffic by water on the Pacific Coast. There are many vessels engaged in the lumber and coal trade, which class of trade the Pacific Coast Steamship Company does not ordinarily seek.

The company operates over twenty steamers. These run to all the principal coast ports between Mazatlan, Mexico, on the south, and points in Southeastern Alaska on the north, embracing coast lines of between four and five thousand miles. There is scarcely a day in the year that this company does not have vessels either sailing from or arriving at San Francisco.

Goodall, Perkins & Co. have been managers of the company ever since its incorporation. In fact, they were engaged in the coasting business long before the company was organized, and they are thoroughly identified with the steamship business on the Pacific Coast. The vessels of the company are splendidly adapted to the requirements of the business. Some of them are very large, fast and finely fitted up.

The company is the owner of the celebrated steamer *Queen*, which runs as an excursion steamer every season to Alaska.

The company is very enterprising and spends vast sums in advertising. They have just issued the best map of Alaska that has been published, the same being distributed free all over the country. They have offices in all the principal ports along the coast.

The company has just purchased, East, two fine steamers, viz : the *Cottage City* and the *Curacao*, especially adapted for the Alaskan trade. They also have a new steamer now being built by the Union Iron Works of San Francisco. These vessels are all expected to be available in time for the spring rush to Alaska.

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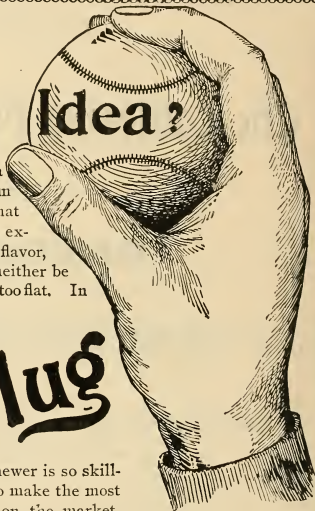
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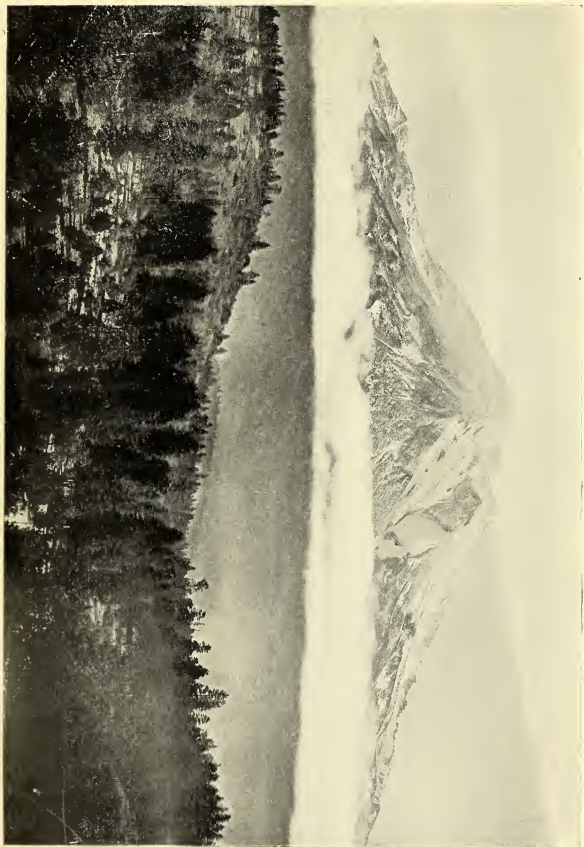
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Its General Offices are in the Carnegie Building, Pittsburgh, Pa., with Branch Offices as follows: Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Denver, Detroit, London (England), Minneapolis, Montreal, New York, Philadelphia, St. Louis, San Francisco and Washington, D. C. It is also represented by Sales Agents in nearly every country in the world.

Its Blast Furnaces and Steel Works occupy about 1,000 acres of land, within or in the immediate vicinity of the City of Pittsburgh, as follows:

Edgar Thomson Furnaces—9 blast furnaces; product: Pig Iron, Spiegel-eisen and Ferro-manganese. Annual capacity, 1,000,000 gross tons.

Duquesne Furnaces—4 blast furnaces; product: Bessemer, Basic and Special Pig Iron. Annual capacity, 800,000 gross tons.

Carrie Furnaces—2 blast furnaces; product: Bessemer, Basic and Special Pig Iron. Annual capacity, 250,000 gross tons.

Lucy Furnaces—2 blast furnaces; product: Bessemer, Basic, Forge and Foundry Pig Iron. Annual capacity, 250,000 gross tons.

Edgar Thomson Steel Works—product: Bessemer Steel Rails and Billets. Annual capacity, 600,000 gross tons.

Duquesne Steel Works—product: Bessemer Steel Rails, Billets and Splice Bars. Annual capacity, 450,000 gross tons.

Homestead Steel Works—product: Plates, Beams, Channel and other Structural Steel, Armor Plate and Forgings. Annual capacity, 400,000 gross tons Bessemer Steel and 850,000 gross tons Open Hearth Steel.

Upper Union Mills—product: Plates, Bars and Structural Steel. Annual capacity, 215,000 gross tons.

Lower Union Mills—product: Plates, Bars, Forgings and Structural Steel. Annual capacity, 80,000 gross tons.

Keystone Bridge Works—product: Steel Bridges, Elevated Railroads and Structural Work. Annual capacity, 50,000 gross tons.

It has also large interests in Iron Ore Mines, and Coke Works, and in the Railroads connecting the Mines and Ovens with the Works.



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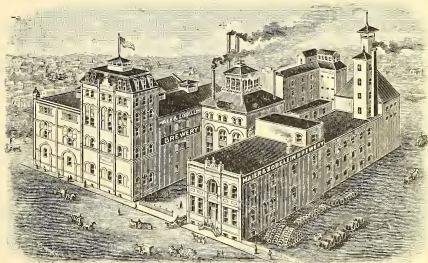


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IN our issue of May 15 and 20 last reference was made to the plans for running the Hoadley-Knight compressed air cars. On page 363 we give the route that will be followed by the cars running between the Twenty-third and Thirty-fourth street ferries. The complete equipment for 20 cars will be sufficient to provide for a service between the Grand Central and Pennsylvania roads via Twenty-third street ferry. The route will be as follows: Up thirteenth avenue to Twenty-eighth street, crossing over to Fourth avenue, up Fourth avenue to New York & New Haven Depot, west over Forty-second street to Vanderbilt avenue, up Vanderbilt avenue to New York Central Depot, across Forty-fourth street to Madison avenue to Forty-second street, and so return to Twenty-ninth street and south to Twenty-third street ferry. Thus the large passenger traffic between these points will be handled with the same convenience as carriages, without any transfer or exposure to inclement weather.

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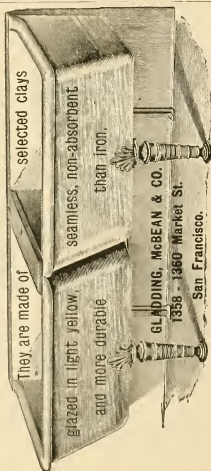
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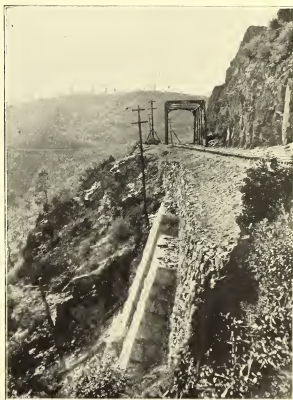
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